

**RYAN A. WILCOX** 4509 HILDRING DR. E. | FORT WORTH, TX 76109 | (817) 368-5691 | R.A.WILCOX08@GMAIL.COM

## COMMUNICATIONS EXPERIENCE

*VISTA Member, AmeriCorps VISTA/Cornerstone Assistance Network*, Fort Worth, TX, July 2009-2010

- Developed and expanded Cornerstone's social media presence on Facebook, Youtube and LinkedIn; created a blog and e-newsletter, building a following of 298 fans and 11 subscribers
- Led a team in the planning and production of a new website using Drupal CMS, working closely with consultants
- Assisted in production of new media, including a Network Partner Packet, brochure and promotional DVD
- Managed and recruited volunteers by attending community fairs and coordinating with interested volunteer groups
- Tracked 561 individual volunteers by using the DonorPerfect database

*Public Relations Intern, Fort Worth Zoo*, Fort Worth, TX, April 2008-June 2008, Summer 2002

- Tracked the Zoo's print and broadcast media coverage
- Contributed writing and editing to the *Zoo Monitor*, a weekly employee newsletter
- Assisted with the quarterly publication of *ROAR!* Magazine
- Maintained clip files about Fort Worth Zoo animals

*Writing Team Member, PRSSA Bateman Case Study Competition*, Fort Worth, TX, Spring 2008

- Developed a comprehensive public relations campaign for Safe Kids Buckle Up with local support from Chevrolet and Cook Children's Health Care System, culminating in a safety fair
- Prepared strategy and materials; secured local media coverage and developed sponsorships
- Placed 3<sup>rd</sup> out of 76 nationwide competitors

*Writing Team Member, Center for Community Involvement and Service-Learning*, Fort Worth, TX, Fall 2007

- Organized and promoted a workshop to assist university faculty in incorporating active community service into university curriculum

*Copy Editor and Reporter, TCU Daily Skiff*, Fort Worth, TX, Fall 2004-Spring 2006

- Edited articles for publication according to AP Style
- Authored 22 articles on TCU athletics administration and campus events

*Freelance Writer, ROAR! Magazine*, Fort Worth, TX, Fall 2004-Fall 2006

- Published 3 features highlighting Zoo animals and important events for the quarterly publication

## EDUCATION

**TEXAS CHRISTIAN UNIVERSITY**, *Schieffer School of Journalism*, Fort Worth, TX

*Bachelor of Science in Journalism*, May 2008

Emphasis in Advertising/Public Relations

## SKILLS

Microsoft Office, Adobe InDesign, DonorPerfect, Wordpress CMS, Drupal CMS, Constant Contact, AP Style, Hootsuite

## RELATED NON-PROFIT EXPERIENCE

*Site Instructor, Girls, Inc./Tarrant County Kids*, Arlington, TX, August 2011-Present

- Assist in teaching an after-school program for 35-45 children ages 5-12
- Organize group games and rotate students through activity stations by age group
- Collaborate with 5 staff to attend field trips at local venues including movie theatres and bowling alleys

*Event Staff, Fort Worth Zoo*, Fort Worth, TX, July 2008-Present

- Greet and direct clients for group sales events and parties
- Provide customer service and information to all zoo patrons

*Teacher's Aide, Fort Worth Zoo*, Fort Worth, TX, Summers 2004-2009

- Helped plan and execute snack and zoo visits
- Monitored the safety of 25-30 children ages 3-12 per class

## CAMPUS AND COMMUNITY INVOLVEMENT

Epilepsy Foundation Camp Counselor  
Habitat for Humanity "Building on Faith" Volunteer  
Ad Club

Habitat for Humanity FrogHouse Volunteer  
Brothers Under Christ  
Public Relations Student Society of America